

**ABSTRACT**

[0076] An entertaining and informative method of displaying competitive product performance data is disclosed. The various embodiments include a method for displaying product performance data by use of animated contests between animated representatives of competing products. The contest results are relative to selected product test results. The relationship between the test results and the contest results is a mathematical approximation. Thus, a gross disparity in the displayed animated contest is indicative of a gross disparity in the performance of the products on the test. Likewise, a closely fought contest in the displayed animated contest is indicative of close performance of the products on the test.